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FOOD

INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

February 26, 1944

CURRENT

No. 47

FOOD FIGHTS FOR FREEDOM MEETINGS MOVE ACROSS THE COUNTRY

NEW YORK FFFF meetings were highly productive both for the Government and for the outside representatives. OCD, OPA, OofD, AAA, FSA, SCS, Extension and Office of Information were represented either by Washington, regional or State people. On the fourth day, national organization representatives overflowed the conference room and were divided into three sections to facilitate planning of the 1944 food information programs. A more complete report will be made available after a transcription is made of the proceedings.

FOLLOWING the Atlanta meetings this week-end, the remaining schedule -- in case you have forgotten -- is as follows:

- WASHINGTON - March 2, 10 A.M., Penthouse, Administration Building, Department of Agriculture: National organizations.
- CHICAGO - March 5 and 6, 10 A.M., Morrison Hotel, Embassy Room: Radio Farm Program Directors and Farm Paper and Magazine Editors
- March 7, 10 A.M., 5 South Wabash Avenue, Room 1507: Government information representatives of OCD, OPA and WFA.
- March 8, 10 A.M., 5 South Wabash Avenue, Room 1507: National organizations.
- SAN FRANCISCO - March 11 and 12, 9:30 A.M., Claremont Hotel, Berkeley: Radio Farm Program Directors and Farm Paper and Magazine Editors
- March 13, 9:30 A.M., Claremont Hotel, Berkeley: Government information representatives of OCD, OPA, and WFA.
- DALLAS - March 17, 9:30 A.M., 410 Wilson Building: Government information representatives of WFA, OCD, and OPA.

VICTORY FARM VOLUNTEERS TRAINfor their summer jobs on farms. Courses will be conducted in agricultural colleges in many states to train city boys and girls for farm work. In Connecticut, where plans are already completed, instruction in dairy farm work will be given at local centers throughout the state by vocational agricultural teachers. Trainees who qualify will then be given a week of intensive instruction at the University of Connecticut, where they will "roll out" at 4:30 A.M. and do such chores as milking, caring for livestock, cleaning barns and driving teams and tractors.

BOYS AND GIRLS taking the course must be 14 years old or over, weigh at least 125 pounds, and have a thorough physical examination. They must agree to work on a farm for the summer and must have their parents' written permission.

IMPORTANT RELEASES "Cabbage Named WFA Victory Food Selection," USDA 1714-44. ... "WFA Announces Program to Encourage Manufacture of Kraut from Winter Cabbage." USDA 1716-44. ... "Cheddar Cheese Set Aside Increased," USDA 1724-44. ... "Beef Set-Aside Extended," USDA 1728-44. ... "Lend-Lease Food Deliveries in 1943 More Than 11 Billion Pounds," USDA 1744-44.... "Milk Sugar Advisory Committee Meets," USDA 1745-44. ... "Civilians to get Dried Apples; More Currants," USDA 1748-44. ... "Poultry Industry Advisory Committee Meets," USDA 1747-44.

DO YOU LICK THE PLATTER CLEAN? In a Texas school, the children in each class-room compete to keep food waste at a minimum. Each room weighs the food left on the lunch plates, and if the amount totals 5-1/4 pounds they post a picture of a soldier with this caption: "We wasted enough food this noon to feed a soldier for one day." Food waste in that school and community was promptly reduced. ... In Charlotte, N. C., a group of food-conscious citizens collected from the city garbage dump several basketfuls of good food which they displayed on a banquet table in front of a large gathering of people brought together to plan a "Clean Plate Club" campaign. 'Nuf said!

TEMPORARY ABUNDANCES

*EARLY NEW CABBAGE is the Victory Food Selection - Feb. 24 - March 4.

Here is the list of other abundant foods over most of the country:

*Potatoes	Carrots
Spinach	Fresh Shell Eggs
Variety Cuts of All Meats	Frozen Baked Beans
Peanut Butter	Citrus Marmalade
Citrus Fruits	- Particularly grapefruit and smaller oranges
Canned Green and Waxed Beans	- Ration free
Frozen Vegetables	- All ration free except peas, corn and lima beans, which should <u>not</u> be pushed.

Not quite too plentiful, or limited to certain regions, are:

Cauliflower	- Plentiful supply northeast region
Canned Green Soy Beans	- Plentiful southwest markets
*Fresh Pork	- Continued abundant supplies at all but points far away from packing plants.

* - Starred items are those deserving active promotion, if abundant locally.

FOOD TRADE LETTER is now a weekly and appears in a new format. Special editions -- such as the recent Cabbage special -- will be issued whenever there is any emergency food situation that should be brought to the immediate attention of the food trade.

GROCERS COOPERATING FULLY ... in the No-Point, Low-Point Foods promotion will receive a Merchandising Award of Merit from the War Food Administration. The certificate will be signed by advertising Director J. Sidney Johnson and War Food Administrator Marvin Jones.

SCHOOL LUNCH PROGRAMS HELP CELEBRATE .. two special occasions -- the 15th anniversary of National Negro Week (April 2-9) and Child Health Day, May 1. You will probably want to watch for special releases being prepared by WFA's Office of Distribution for these two events.

**** NATIONAL FARM AND HOME HOUR ****

TUESDAY, Feb. 29 -- Frank E. Moore, BAI, "Trends in Poultry Breeds," and Ruth Van Deman, BHM&HE, and Mrs. Bertha Olson, OofD, "Community Canning Centers." WEDNESDAY, March 1 -- Judge Marvin Jones, War Food Administrator, "Wheat as a War Crop." THURSDAY, March 2 -- Post-War Agriculture #13, Lyle Watts, Chief of Forest Service, "Our Forests in War and Peace." FRIDAY, March 3 -- E. G. Moore and Duke DuMars, "How to Plan a Victory Garden." SATURDAY, March 4 -- National 4-H Club Program, with news from and about 4-H Clubs, Al Bond, Washington; and "A Letter to Italy," a dramatic sketch from Chicago.

IS RATIONING SO TOUGH? An Englishman will appear on Consumer Time who will contrast British rationing practices with current rationing rules here. "No-Point, Low-Point Foods" is the subject and the program will feature the many-foods not rationed at this time. Tune in to CONSUMER TIME, Saturday, March 4, at 12:15 p.m., EWT, NBC.